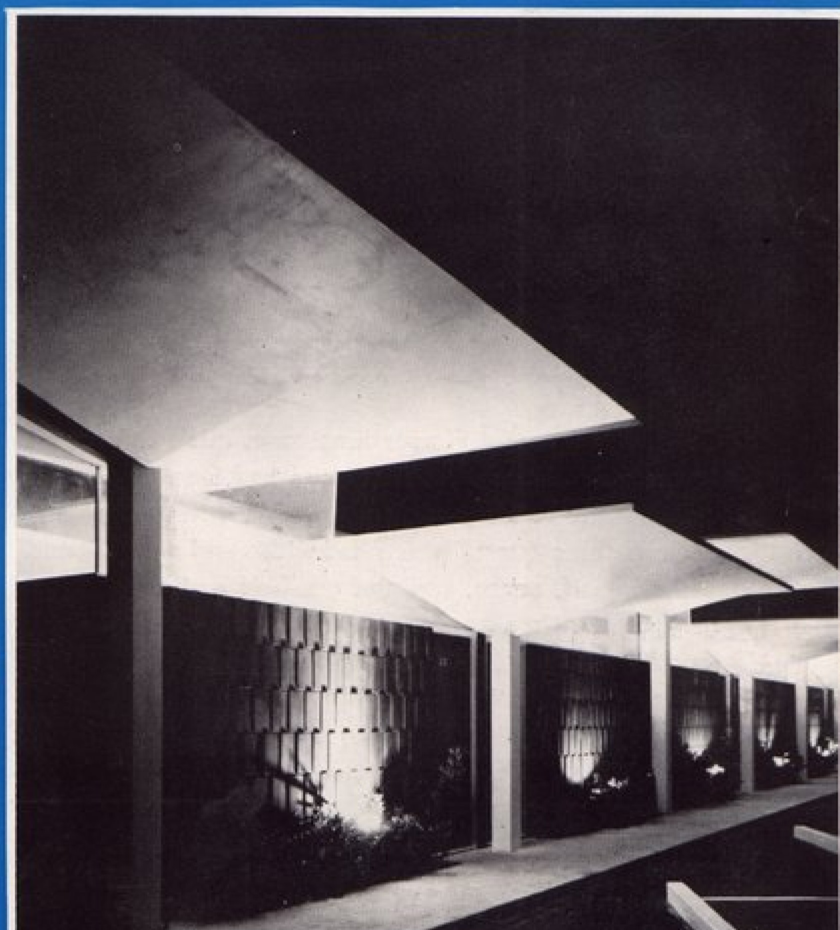
# The Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS



August
1958

# for Walls - indoors and out



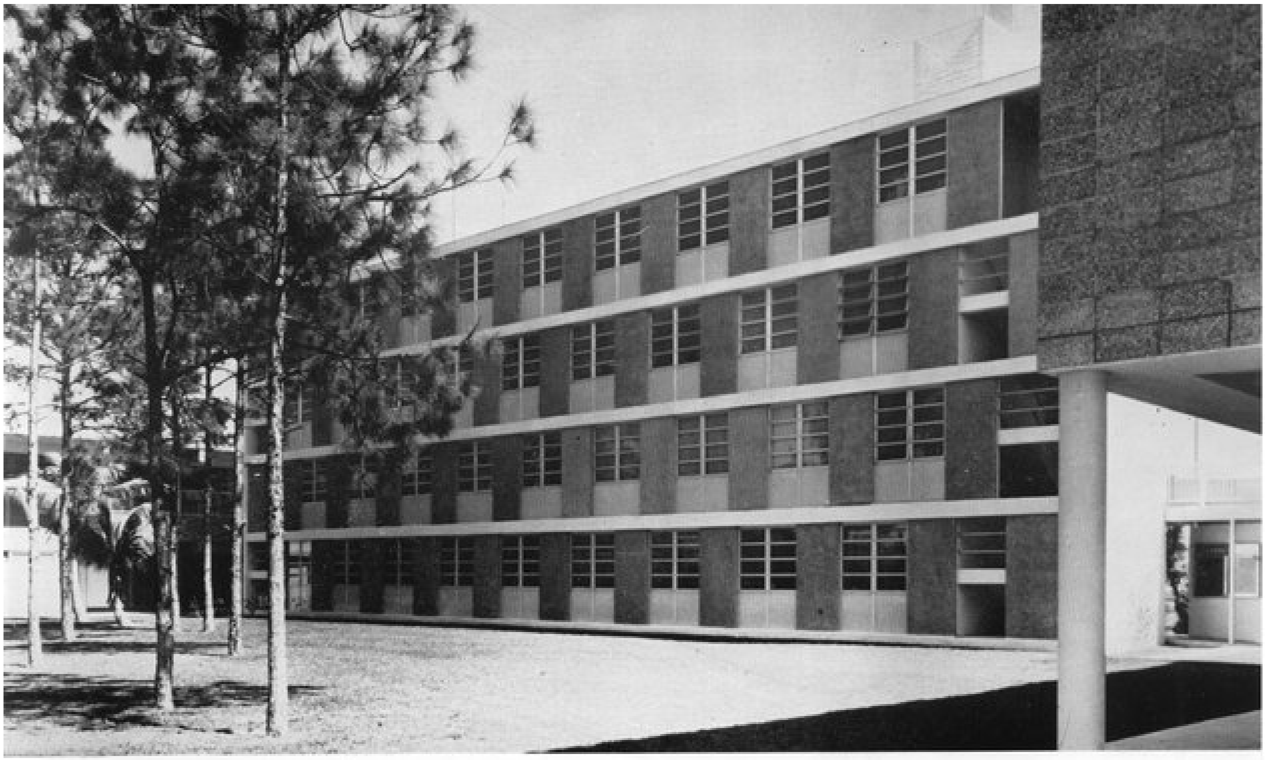
Shown here is the Coralite Ashlar used on the ground floor walls of the new Dupont Plaza Center in Miami. Scale of the illustration is approximately four and one-half by seven feet. Architects: John E. Petersen (1903 - 1957); Frank H. Shuflin, AIA.

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*by Lawrence Field*

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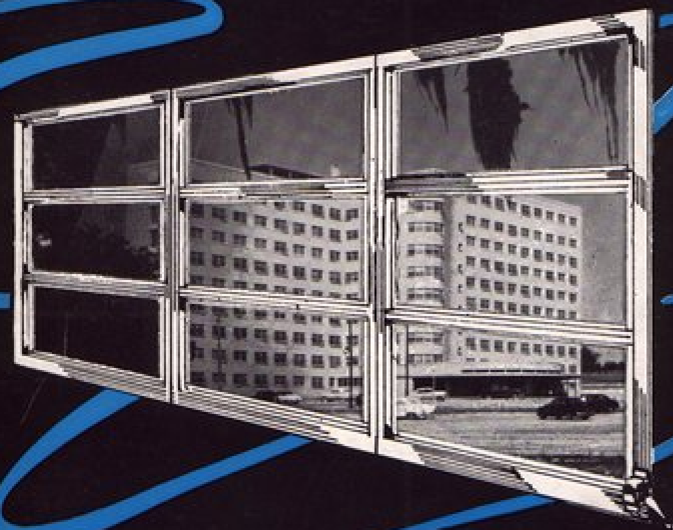
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*The*

# Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

## *In This Issue ---*





### THE COVER

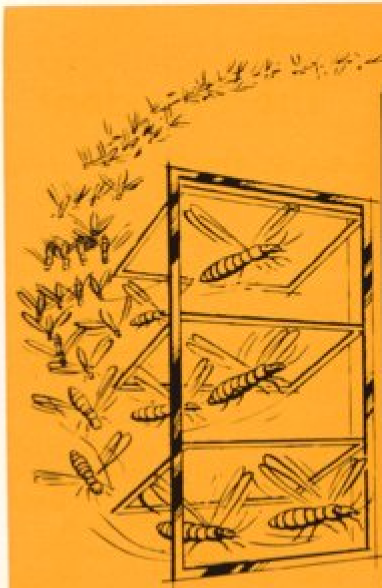
This night view of the Warm Mineral Springs Inn, taken by Alexandre Georges, dramatically accents the design by Victor A. Lundy, AIA, of Sarasota, which won for him—and for Florida too—an AIA Award of Merit at the National Awards Exhibit at the Cleveland Convention. More illustrations and a descriptive text by the architect start on page 15.

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FAA Administrative Secretary
VERNA M. SHERMAN

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1958







# Message from The President

By H. SAMUEL KRUSE
President, FAA

At the next annual convention of the Florida Association of Architects, to be held this coming November at the Deauville in Miami Beach, the Association, for the first time, will elect the officers according to a new procedure.

Candidates for office will be placed in nomination at the first business meeting of the convention instead of the last as was formerly the practice. Members of the FAA in good standing and who are registered at the convention then vote for the candidates of their choice by casting a marked ballot any time after the first business meeting and opening of the last business meeting when the successful candidate will be announced and greeted.

This procedure was adopted at the convention in 1957 and made official procedure at the convention in Clearwater. I had the dubious honor of being the last President to be elected by the old procedure. The new procedure was formulated to streamline the last business meeting of the conventions, which often is dragged on past the time scheduled for adjournment. The nominating and balloting in the one business meeting was fun for the *politickers* among us, but the fun was at the expense of discharging other important business.

The new procedure also assures the Association that only members who are in good standing and are registered at the convention, vote. Formerly there existed some doubt, especially where voting was close and a candidate won by a vote or two. Some unsuccessful candidate, drowning his grief in a martini after the election, would mumble, *"I'da done better, if I'da got my wife to vote!"* implying that the successful candidate won by illegal ballots. It could have happened.

The new election procedure, however, does not correct a flaw in our convention voting system. The Association still conducts its convention business on majority vote of the membership present at the convention. This has always struck me as being wrong. The FAA is an Association of Chapters of the AIA and should vote that way. The wisdom of thinking in terms of Chapter delegates voting, instead of the individual membership at large, is apparent when we see what could happen next November. I'll give you an example using myself and my Chapter to illustrate the point and *not* — I repeat *not* — as a prediction.

I am ambitious. My polo playing cronies and I decide to take over the FAA and run it the way we want to. We are all members of the Florida South Chapter and the FAA Convention will be held conveniently in our geographical area. Miami Beach is a far piece from the Northern Chapters and not many of their members will attend the convention, whereas, as has been done in the past, every member of the Florida South Chapter is assessed for registration at the convention so many will attend. My cronies and I beat the drums of sectionalism and get the Florida South Chapter all riled-up about sweeping the slate. All the Florida South members have to do is attend the first business meeting to be sure I and my phony cronies are nominated and then cast their ballots before going to the bar after the meeting. Then we take over.

This could happen every time the convention is held near a large chapter. Since our conventions are large, it can be held only in those areas where large chapters are situated. This means all our conventions could be dominated.

I have asked Walter Schultz of Jacksonville, Chairman of the By-Laws Committee, to write By-Laws correcting this situation by changing the voting system to votes by chapter delegates. Our FAA Board of Directors is representative of the State; our voting system also should be representative of the thinking and the will of the architects of the whole State.

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# CSI -- It Stands for Better Specifications

**The Construction Specifications Institute is rapidly becoming an important force for improving specification techniques, clarifying specification forms and terminologies and thus providing a more accurate construction language. The CSI held its 2nd Annual Convention in Cleveland last month; and in Florida one of its recently-chartered chapters is now flourishing.**

You have probably heard of the CSI. But you may not know much about it. This is to tell you. And with the telling, goes an invitation — provided you are qualified — to join what has been called *"one of the youngest, fastest growing, most essential professional groups in the nation's building industry."*

The CSI is the Construction Specifications Institute, a national organization which, as of January this year, had 23 active organizations and 12 in the process of formation. Since then two have been activated in Florida, one in Jacksonville, the other in Miami. And plans of Florida CSI members contemplate the near-future development of chapters in the Tampa-St.Petersburg and Orlando areas. Sprung from a cooperative idea of a small Washington, D. C., group of technicians in 1948, the CSI has grown to a current membership of 3000 — and is said by its enthusiastic adherents, to be expanding at the rate of over 1000 per year.

This capsule history and growth report are significant. Their significance does not involve the fact that the CSI is now sturdy enough to boast a national quarterly publication, *The Construction Specifier*, or the fact that the organization's second annual Convention was held in Cleveland, just prior to the AIA meeting, on July 5 to 8. What is involved is the more important fact that the need for better, more accurate, more informative, more exact and more workable specifications is a matter of common concern for architectural and engineering firms the country over.

It is this central need that sparked the formation of CSI. And it is the urge toward development and growth of better specification techniques to meet this over-all need which has been largely responsible for the almost phenomenal expansion of the CSI as a national professional organization.

The CSI is now on the move for members. Yet it wisely recognizes the fact that localities and the force of local conditions influence building techniques and the specifications to guide and develop them. The conclusions, for example, of a CSI Chapter in Miami, might differ widely from those of a Chapter in Boston. But each would reflect the integrity and constructive possibilities of its own locality — and to this extent each would be in accord with the overall policy aims of the national organization.

These aims are such as any conscientious building professional could accept. Briefly, they are to: Develop industry-wide cooperation; Establish a standard nomenclature and format for construction specifications; Encourage the free exchange of ideas of all technical matters concerning specifications; Develop methods for training; and, finally, Stimulate recognition of the specification writer as a professional.

The expanding program of the CSI could almost be characterized as "Operation Bootstrap," for the individual and collective interest in it has been the chief reason for its success. An example is the program of the newly formed Miami Chapter of which Donald G. Smith, AIA, of Smith & Korach, Architects, is president. On June 14 (second Monday in the month) it held its second meeting with almost 100 percent of its 21

*(Continued on Page 31)*

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# THE FIRST OF THE SECOND CENTURY

**Some 2,000 people registered at Cleveland to attend the first national convention of the AIA's brand new second century. And the FAA took a great step forward by winning AIA recognition of Florida as a new AIA Regional District by 1960 . . .**

It was a polite, sedate and for the most part well-scheduled Convention at Cleveland. Attendance by Florida architects was not as large as some had thought it might be. The pressure of an expanding volume of work accounted for this in some instances; and in others last minute changes in plans made a hurried re-arrangement of reservation and credentials necessary. But the FAA's representation was sufficient to make its ten-chapter voting strength count in the decisions of the few real issues which came on the Convention floor for discussion and a contest of opinion or conviction.

Chief among such matters was the technical situation which would clear the way for creation of a new AIA Region for Florida. This centered in the amendment of Chapter IV, Article 1, Section 2, of the AIA By-Laws which would change the number of regional districts established by the Board from 12 to 13, each to comprise the territory of one or more states. On a motion from the floor, this proposal was changed to read, in effect, that "The Board shall establish *no less* than 13 regional districts". With this change the amendment passed without vocal objection.

Since the Board had already approved a proposal to accord both Florida and California regional status, this Convention action put the final stamp of approval on the FAA petition adopted at the FAA's Clearwater convention last year. But the floor revision also cleared the way for the Board to establish other regional districts in the future, without the necessity of seeking a change in the By-Laws to do so.

As the matter of Florida's regional status now stands, it has been confirmed by the AIA Board — to take effect, as of this present writing, in 1960. Presumably it is not possible for the formalities of the situation to be met before that time, which marks the end of the three-year term of the present director of the South Atlantic Region, SANFORD W. GOIN, FAIA. These formalities would entail, first, the nomination of a Regional Director for Florida, to be elected by majority vote by Florida's ten AIA Chapters. This nomination would then have to be approved at the next succeeding AIA Convention.

It has been suggested that this could possibly be accomplished earlier by completing the nomination procedure at the time of the 1958 FAA Convention this fall and seeking the AIA's approval at its 1959 Convention. But a technicality involving the tenure of office of the South Atlantic Regional Director apparently offers a legal obstacle to this suggestion.

The two other By-Law changes proposed by the Board were not accepted by the Convention. One would make it possible for the Institute to withdraw membership of any corporate member when his work changes so that he is no longer engaged in professional practice or activities closely related thereto. The other proposed that a corporate member, transferring from one chapter to another in another state would be required to obtain a license or certificate to practice in the new state as a pre-requisite for re-assignment.

Other than the foregoing, the Convention confirmed, in routine fashion all items in the Board's Annual and Supplemental Report. The one exception to that statement concerned the matter of the East Front of the Capitol in Washington. A sharp and extended debate was staged on this subject — one which completely filled the business

*(Continued on Page 19)*

## John N. Richards, FAIA, Is the New AIA President

**The AIA's new president, born in Warren, Ohio, 54 years ago, assumes his duties against a distinguished back-drop of professional and civic accomplishments. Educated at Univ. of Pa. and Cranbrook, he started a designing career after scholarship travel, finally establishing his present firm, Bellman, Gillett and Richards, in 1941. An AIA member since 1935, Toledo Chapter, he has served on many chapter and national committees. He has been an AIA Regional Director, a Second and First Vice president and a Trustee of the AIA Group Insurance. He has served as president of several Toledo civic organizations and as a lecturer at Ohio State University. Married, he lives in Maumee, Ohio, a suburb of Toledo.**

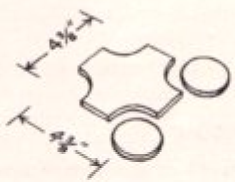


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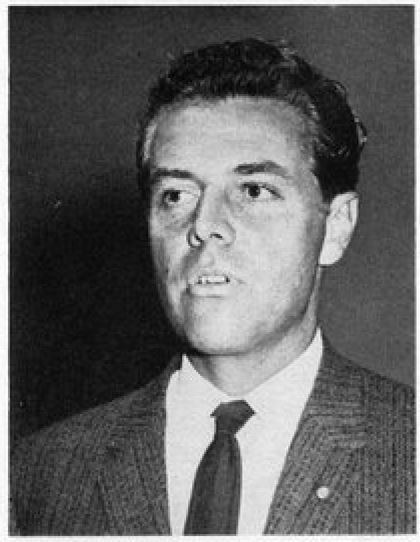
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*Which Shall We Be . . .*

# ARCHITECTS OR TECHNICIANS?



By VINCENT G. KLING, AIA

### ABOUT THE AUTHOR . . .

**At 42, the Keynote Speaker at the AIA's 1958 Convention, has been the head of his own conspicuously successful office since 1946 and has won almost innumerable honors for design in such diverse building fields as residences, hospitals, schools and transportation structures. After a brilliant scholastic career at Columbia and MIT, he was a designer for Skidmore Owings and Merrill, prior to opening his own office. Virtually all of his principle work has been acclaimed by professional organizations; and he has won many awards from both the New Jersey and Pennsylvania Societies, with the AIA's First Honor Award granted him in 1954. He has written for several professional and technical journals and his work has been extensively published, both here and abroad. A member of the Philadelphia Chapter, he has served as its P/R Committee Chairman and more recently has been a member of the AIA's Package Deal Committee.**

If last year's theme was, "A New Century Beckons," we might call this year's theme, "A New Century Reckons." For although our profession has grown to manhood in the past years, we have yet to meet the severest tests of our maturity.

The building boom would appear to have become a permanent fixture of our economy. The estimated value of construction undertaken by the end of this year alone, recession notwithstanding, is close to fifty billion dollars. If we continue to build at this rate in the future, we are told by some prognosticators that it will take no more than a dozen years to match in *new* structures the value of all our buildings now on the ground.

This is both a vast opportunity and a serious challenge. Less than a third of this volume of building — how much less is hard to say — enjoys the direct services of the professional architect. This in itself is not a new situation; the individually architected building has always been in minority.

This seemingly insatiable demand presents unequalled opportunities for service by our profession. At the same time, and at the same rate, it gives rise to new forces within a new and changing building climate that poses a grave challenge to the leadership we seek to provide.

It is this climate I wish to talk about — an atmosphere radically different from that of fifty years ago, even twenty years ago. As I see it, it is characterized by four major elements: the client, the builder-team, the socio-economic pattern, and new materials and methods.

Let's examine first the client, the agent of demand. The age of the committee is upon us. Instead of the single proprietor, we now must communicate with a group of people — a corporation board, a building committee, a school board, a parish, an organization of investors or contributors. What's more, this committee or group usually comprises experts from many fields; typically, there is at least a lawyer, a doctor, a real estate man, a banker, a housewife, and the always-present "hard-headed businessman."

Probably the most active group-client is the government, the myriad federal, state and local agencies engaged in supporting building programs. Not only do these agencies purchase their own barracks and offices, but through a great host of special aid programs, they have come to have the power of life or death over everything from a hospital to an entire area of a city.

How many of us are equipped to communicate with these many specialists representing the new client and communicate in their own terms and thereby gain their confidence and respect? Can we discuss long term capital gains, corporation tax structures, real property values, automobile traffic flow and next year's building costs? And how are we selling ourselves to the public client, the city planning agency, the redevelopment

*(Continued on Page 12)*

## Architects or Technicians . . . ?

*(Continued from Page 11)*

authority, the GSA? As technicians and skin-merchants producing brochure architecture around the feasability studies of others — or as full-fledged architects?

The second important element in the building climate is the builder-team.

One hundred years ago it was the accepted custom for our professional predecessors to supervise work directly with a small group of craftsman-contractors. Gradually a new spectre rose on the scene — the general contractor. He appeared to be such a great threat to the architect's propriety that in 1907 the AIA constituted a special committee on the *Relations of Architects to the Contracting System*. There were cries of "Off with his head!" or the equivalent, but the committee contented itself with the following exhortation:

*"There may be times when we advocate the employment of the general contractor, but as a rule it should be the sentiment of the architects of the country* TO DEAL WITH THE MEN WHO DO THE WORK, *and that, as far as possible, we should induce our clients to revert to the old system of letting special contracts for each important branch of their work."*

With the added impetus from various contractors' associations, the split-bid procedure has since become a requirement on public works contracts in most states of the union.

Today, we are seeing the principle carried to absurdity. The typical architected building involves separate contracts not only for general construction, plumbing, electrical work, and heating and ventilating, but also for such items as earth-moving, landscaping, steel erecting, kitchen equipment, furnishings and casework. We have even had a separate contract for the installation of the gas therapy system in a hospital! The general contractor is still on the job, but his role is scarcely more than that of a purchasing agent. The architect is left with the responsibility but without the real authority to coordinate all these independent agents.

Now — aren't we reaping a bitter harvest from the seeds we ourselves sowed over 50 years ago? And are we not builders of a sort when we assume coordination and supervision of these various and several contracts?

I use the term "socio-economic patterns" loosely to describe the next element of the building climate. By this I mean such conditions as the relentless upward spiral of building costs, forcing a demand for greater and greater speed in the execution of a building, and confounding our attempts to budget into the future and render sound cost estimates.

I mean also the contemporary tax structure, which has nurtured such development devices as the lease-back, and its attendant complications and estrangements of the client-builder-architect relationship. And I mean the bonded low bid procedure for selecting a building team, which is rapidly becoming the unofficial law in private development, as it has been in public works — and which, if I may liken to football, results in the assembly of a new team of strangers for every game.

I will not go into such abstruse matters as the place of esthetics in our contemporary scale of values, except to say that the last few decades have seen an exciting growth, among commercial and industrial firms, in the realization that a quality architecture is good business. On the other hand, in public works, low cost has become the measure of building quality. Where once a city hall or school was conceived as a monument to the community's highest cultural aspirations, it is today, too often, the impoverished symbol of a low tax rate.

Finally, our cursory examination of the current climate of building brings us to the subject of materials and methods. If the client has multiplied, the builder has become diffuse, the economic plot has thickened — these are nothing compared to the proliferation in the building products industry.

Modern technology has loosed upon the building scene an avalanche of new materials and techniques. Where once the mark of a quality product was long-established utility, today newness, up-to-the-minuteness, if you will, has become the chief mark of distinction. There was a time when a known trade name on a product was sufficient to establish its acceptability. In the highly competitive materials supply field, many products are rushed to the market before their properties are firmly established. Thus, as our choice of materials multiplies, so does our risk.

This situation is dramatically illustrated by a recent decision of the Common Pleas Court of Philadelphia in the startling Drexel Institute-Boulware case. Severe damage to a building resulted when a product used for roof fill expanded, pushed out the parapet walls and forced the building out of plumb. In reply to a suit filed by the owner against the builder and architect, the architect maintained that properties of the fill had not been properly represented by the producer and that his design was adequate in light of its known qualities. The Court, nevertheless, found the architect negligent on the grounds that the properties of the material had not been guaranteed and that an architect, in assuming a job, implies a warrant of the skill, knowledge and judgment necessary to produce a satisfactory building. According to the Court, the architect, before specifying a material with which he was inexperienced, should have made tests to determine the properties of the material. In the absence of outside funds, the architect did not appeal the case. The significance of this Court ruling is that we as a profession are held responsible for the performance of building materials which we select not only for their known characteristics but also for their unknown properties.

How many of us are able to support our own back-yard testing laboratories? And does not this now famous Drexel Institute vs. Architect Boulware case aver a responsibility which the architect is not prepared to meet?

Now let's take a look at what this climate, the sum of these elements, has produced. For all its complexities and cross-currents, it has produced an enormous amount of building — and the promise of a great deal more. It has even produced some good architecture. And it has brought forth, out of the very soil we have been trying to cultivate, a new corporate being, growing rapidly at our side, and threatening to overshadow us. I speak of the con-

solidated-service organization, better known as the "package dealer" — an organism splendidly equipped to weather the storms of this climate. By bringing together in one assembly line the designer, the general contractor and the subs; by mustering the capital and equipment to produce on a fixed schedule at a fixed price, the package dealer has managed to ingratiate himself with the harried, many-faceted client, from the federal government on up and down.

What do we do about this new-rich neighbor and his successes, both real and imagined, in invading the provinces we thought to be ours? From some quarters of our profession has come the angry cry, "Outlaw the imposter!' Others say he will die of attrition. We have only to recall the panic 50 years ago over the general contractor to realize that this is no more reasonable than it is possible. This is a case to be tried not before the courts of law but before the building-buying public. And I would counsel you that the best defensive is a good offensive. The package dealer is meeting a very real need today, and *instead of trying to prove he is not, we had better concentrate on how we can meet that need better*. For service to our contemporary civilization and not mere self-preservation is ultimately the only real justification for our common cause.

The problem before us then, is how to equip ourselves to provide leadership in the contemporary climate. By my questions along the way, I have already implied some of the changes I think are in order. But they are worth elaborating.

First, I think we must match the client's broad requirements and specialized demands with an equally broad and equally specialized service. It is not enough for us to be experts in design and techniques; we must have at our ready disposal expert knowledge and skills in the fields of law, taxation, finance, real estate, land planning and economics. And we must demonstrate our capacity — not merely an enthusiasm — to handle large and complex projects.

Second — and I am by-passing the builder-team for the moment — if we are to assume legal as well as moral responsibility for the materials we specify, we must eliminate every trace of guesswork from our choices. The package dealer has occasionally found ways to do this by buying products in sufficient quantity to warrant special tests, or by avoiding any products but the tried and true. We have not the facilities to do one, and our creativity rebels at the other.

But we have an alternative in our collective professional strength. I would like to make the concrete proposal that we, the American Institute of Architects, carry through to its logical conclusion the start made by our very fine Products Registration Service and establish our own prepaid, entirely professional products research program. This could be financed, if you will, by assessing member firms on the basis of their gross earnings; and it should be conducted free from the influence of all building materials manufacturers' research facilities. But its findings would be universally available to the membership to enjoy, as has been established by the Builders Products Registration Service, the gross referency of all members' field experiences!

Now we return to what is undoubtedly the most problematic element in the current climate — the builder-team. If there were ever an open invitation to the package dealer, it is the vacuum of leadership we find today in the actual process by which a building is put up. We architects like to think of ourselves as leaders; but can leadership exist where authority and responsibility are divided? Can we be coach and referee in the same game?

I am not suggesting answers. What I am suggesting is that we cannot be content with simply reciting our old catechism. We must study — and study hard — every aspect of present day client-architect-contractor relationships and search out a method of operation that will protect the client, honor the integrity of the architect and his design and produce a well-built structure in a reasonable time. The Age of the New Master Builder may be upon us; and we had better make sure it includes us.

Now I don't want to leave the impression that all we must do is adapt to the modern climate of building, for that is sheer opportunism. As we change our own approach, we have an obligation to effect changes in the climate as well. We have continually before us the task of gaining greater acceptance for sound architectural ideas, of helping to raise the level of demand as we improve our ability to supply. Here, too, a broader approach is in order. We hear many discussions in the field of "public relations" of architecture. Frequently, these resolve into efforts toward more "publicity" — more space on television, in magazines, newspapers. All these efforts are important to make people architecture conscious. But they ignore the larger aspect of actual relations between the architect and the public.

Let me be more specific: I have referred to the enormous number of building decisions made today by agencies of the local, state, and federal government. These decisions play a great part in setting standards we embrace, as a nation, for our physical environment. And what do we do about them? Do we simply stand by and wring our hands while the Post Office department invites package dealers to build its buildings, or while local planning and redevelopment agencies relegate the architect to the role of renderer for the master plan?

I say we must *participate* more actively in the decision-making process, both as individuals and as an aggressive professional fraternity. For the individual, this may mean service on a school board, next to the doctors and businessmen; service on an agency staff, or as a consultant. For all of us as a group it means a more vigorous use of our organization as an instrument of our common cause.

Well — "shall we be architects or technicians?" The answer, I think, is in knowing, and acting on, the difference. The technician is a man highly competent in a given field, applying himself to one aspect of a larger problem or a larger goal without respect to its broadest dimensions. The architect, on the other hand, we have come to think of as something quite different.

It's no longer a question of being different; it's a question of being *more*. If we combine our proud professional heritage, our traditionally high standards, and a broad sense of service, with a technician's mastery of the intricacies of practical life in the modern world, we will be good, I think, for another century at least.

# Aside from Business . . .

With the streamlined procedures for business sessions in full effect, there was plenty of opportunity for each delegate and visitor to indulge his personal or official Chapter interests. There was, perhaps, more than the usual amount of politicking, since officer-elections involved contests and it had been rumored that the regional status matter might be slated for an open discussion on the floor. But this was disposed of without even a breath of vocal opposition; and even results of the smoke-filled room arguments did not ruffle even a hair of the Convention's collective head.

Seminars filled one morning and three afternoons of the Convention's most active days. There were ten in all; and as at past conclaves, three were held concurrently during each afternoon. Only one person from Florida was slated for active participation in any of them — FRANK J. ROONEY, of Miami, past national AGC president, who was a panelist on the seminar program "How To Make Better Cost Estimates." As a member of the national Chapter Affairs Committe, JOHN L. R. GRAND of the Florida North Chapter took some part in the Chapter Affairs Seminar of Thursday afternoon; and Miss MARION I. MANLEY, FAIA, Florida South Chapter, the FAA representative to the Convention, received, on behalf of the FAA the citation tendered by Committee Chairman PAUL R. HUNTER, who acted as moderator.

This citation read:

**"TO THE FLORIDA ASSOCIATION OF ARCHITECTS — Who, through their Annual Conventions, their magazine, THE FLORIDA ARCHITECT, and their many other activities are furthering the work of the Committee on Chapter Affairs and who have initiated in their State an award for the Chapter-Affair-of-the-Year;**

**"This CERTIFICATE OF APPRECIATION is presented by the Committee on Chapter Affairs of the American Institute of Architects. — Paul Hunter, Chairman."**

For many delegates two items of the Convention program constituted special highlights of interest, judging from the comments from several quarters. One was the President's reception at the Cleveland Museum of Art and the Institute of Art, where the National Awards Exhibit was excellently presented with an almost equally interesting exhibit of work done or projected by members of the Cleveland Chapter which acted as hosts to the Convention.

The other was the Convention's "fun night" — the Musicarnival production of "Annie Get Your Gun", held in a theater-in-the-round tent and followed by a hearty session of welcome refreshment. This also was arranged by the Host Chapter.

Of the various speeches that by Dr. MARGARET MEADE, Associate Curator of Ethnology, American Museum of Natural History was received with what seemed like special enthusiasm. Dr. Meade's subject was "The Anthropologist Looks at Architecture"; and though she spoke extemporaneously, she had apparently taken a long and hard look at both architecture and architects, for her speech crackled with sharp observation and several good-natured barbs which found the nerve centers of her audience while they generated smiles. Here are some excerpts from her observations:

*"This is the first time I have had a press conference in the last year where someone hasn't mentioned juvenile delinquency. I can only assume that they think architects have nothing to do with juvenile delinquency — which is a point in which I did not concur."*

*"The problem of our society that the architect is up against — how to plan in a way that takes account of change consciously; and how to bring into consciousness all the things that were once carried on by tradition."*

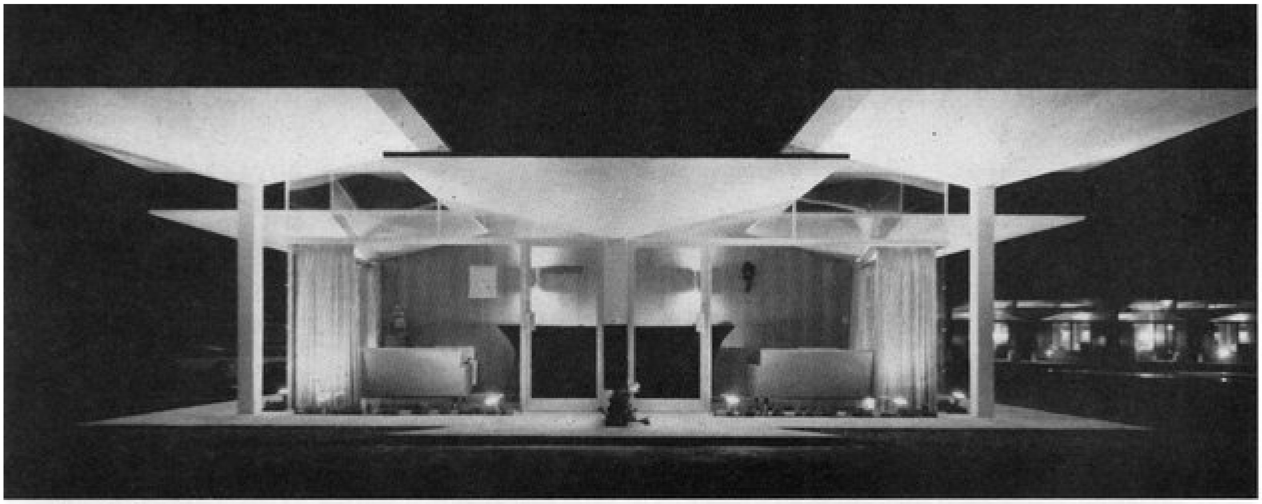
*"I wonder, in our changing society, if the architect will not have to take more responsibility, a wider position than he has at present. It's no good designing a good community in a bad region; no use designing a community for the wrong people to live in . . . The architect is going to have to say these things. And he is going to have to become involved in more and more planning of a variety of sorts, so that each unit will have some growing relationship to every other unit. And I suspect also that his relationship to what he has built will be of a different order than it is now."*

*"If one defines the architect as a person who is responsible for the relationship between man-made environment and the values of his society — out of that will come beauty in the future that is comparable to the beauty that has come out of the most perfectly fitted societies of the past."*

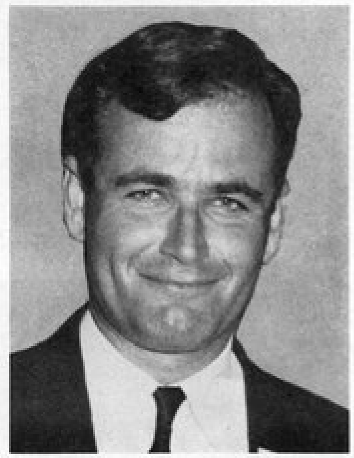
## The FAA Receives an AIA Citation . . .



**At the Cleveland Convention's Seminar on Chapter Affairs, Miss Marion I. Manley, FAIA, received on behalf of the FAA, a Certificate of Appreciation from the Chairman of the AIA Chapter Affairs Committee. Shown here is the presentation. Left to right: Miss Manley; John L. R. Grand, Florida North Chapter, member of the Chapter Affairs Committee; and Paul R. Hunter, committee chairman.**



Alexandre Georges



## AIA Award of Merit . . .

# Warm Mineral Springs Inn

### VENICE, FLORIDA

**The AIA National Awards Program has come to signify the very peak of professional recognition for creative building design. Victor A. Lundy, AIA, of Sarasota, received the only Award of Merit accorded this year to a Florida design. The philosophy of this design and the building which grew from it is described here in the architect's own words.**

Text by VICTOR A. LUNDY, AIA

This motel is built on heavily traveled Tamiami Trail south of Venice, Florida, at the main gateway and turnoff to Warm Mineral Springs whose owners claim with justification that this is the original Fountain of Youth sought by Ponce de Leon and intend to develop the area into one of the great health spas of the world. The motel was designed to create an entry symbol, to "stop traffic" and invite tourists in. Something forceful and compelling with immediate impact was needed to make travelers, well on their way to Miami from the Tourists centers of the North, want to stop on the lonely stretch of road.

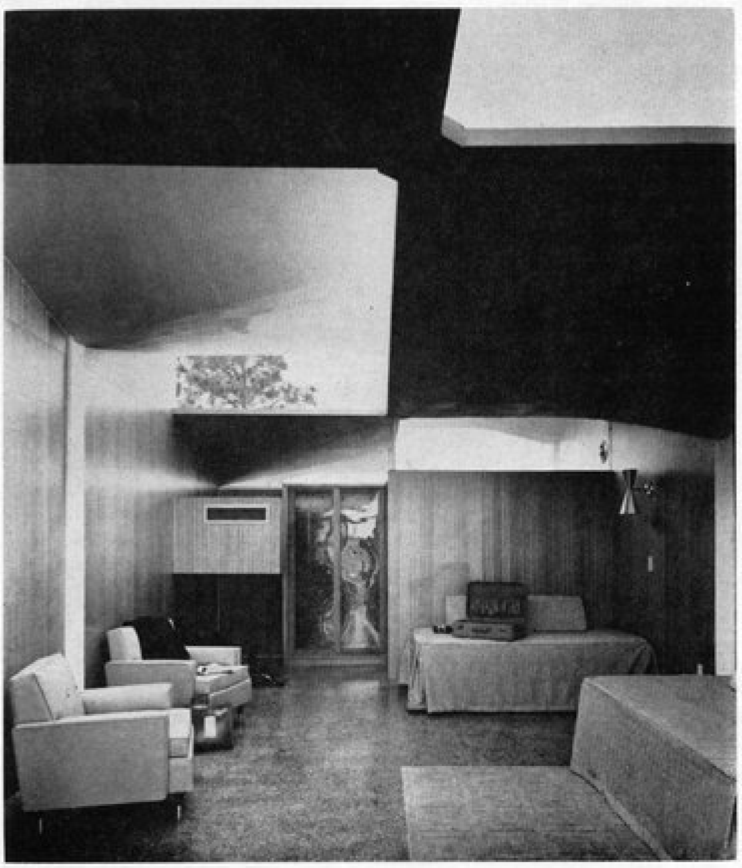
I was searching for a form that would somehow symbolize the thought of the "Fountain of Youth," by a plastic flowing shape, that would also echo the organic growing shape of a tree. The answer came in the adoption of a structural system based on using precast concrete hyperbolic paraboloids 14'-5" square (from basic motel unit width-requirement plus necessary overlap) in two heights arranged in a U-shaped plan (the remaining wing will be added shortly). I wanted the identity of each shell and "stem" to be preserved to keep the symbolic form intact—and the arrangement of shells in two heights in a "checkerboard" pattern makes this possible in two directions—like a "forest of architectural palms." A motel is a creature of the night to most guests—although this one is set up for prolonged stay with kitchenette units, for people who wish to use the mineral baths for awhile—and at night when the lights are on, the white shells and rich roof shapes are silhouetted against the dark sky.

Soundproof dividing partitions occur on the column lines so that each motel unit has a ceiling composed of six concrete half shells alternately high and low. The six half shells with their different ceiling levels define use areas, with alternate lower ceilings over the sleeping and dining areas, and higher ceilings over general living areas. The space between high and low shells is filled with clear plastic sheets. At night, one can look up between and see the stars.

All the hyperbolic paraboloid shells are two inches thick and were cast right on the site in simple wood forms of plywood and two-inch framing lumber. The columns, eight inches square, were precast, prestressed, erected first and stabilized by the slab, before the shells were hoisted on. A continuous weld forms the connection and the weather seal. There is no roofing on the shells—they are merely painted with polyvinyl acetate. Each

*(Continued on Page 16)*





## Award of Merit . . .

*(Continued from Page 15)*

column was cast with an interior two-inch copper pipe which leads to an underground drainage system. Three of the shells were lifted up on higher columns of varying height to form the sign of the motel, a free-standing piece of "sculpture."

Sliding glass doors open up from each unit to the central garden court. Rear and side exterior walls are of charcoal colored "brickcrete," a locally-made concrete brick. These are stacked vertically to emphasize the upward lift of the design and alternately recess and protrude in checkerboard fashion to echo the roof design. Dividing partitions are of wood frame, insulated and covered with ribbon-stripe mahogany. Floors are terrazzo.

The columns and roof structure went up first. The interior dividing partitions are non-structural, of course, and independent of the roof, and they are kept to door height within each living unit, so visual flow of roof is uninterrupted from front to rear.

Columns are exposed on the outside, so that a complete half shell in the two heights forms a large overhang against sun and rain, important where one feels the need of a "hat" as shelter from these elements.

Air conditioning is a hot and chilled water system—under slab so as not to disturb the roof. Each unit has a room air conditioner which cantilevers from the side wall and forms a baffle when one enters the room from the rear. A feature is made of this, and this element conceals indirect fluorescents both above and below, the one under shining on a planter cut out of the terrazzo below. The horizontal sliding doors are covered completely with drapes for seclusion. They can be opened on the central garden area and are screened

**These two views of a typical apartment in the Warm Mineral Springs Motel suggest how the varying heights of the overlapping half-shells of the precast concrete hyperbolic paraboloid roof units produce an unusually intriguing pattern of light and shade and flood the room with clerestory daylight.**



**Above, juncture of two wings of what will ultimately become a U-shaped plan provides a sheltered court, sheltered by the half-shells of the precast concrete units which form both framing and roof members. Note how the structure is scaled to human dimensions, yet conveys an impression of soaring height.**

if natural ventilation is desired.

Entry is from the rear where cars are parked. The low ceilinged sleeping area has two beds. Opposite it is the living area with room for two easy chairs in pigskin and a TV set. The remaining two areas are the dining area with a square table and four chairs, and the small kitchenette area with an efficiency unit containing a small sink, range, oven, counter and built-in storage cabinets over. The interior space is intended to be a "living" one, despite its small size, ever-changing as one moves about it. The motel caters not only to transients and overnight guests but to visitors who wish to stay indefinitely for the springs, and each unit is intended to be a self-sufficient for a prolonged stay.



**Right, the Inn lobby is two half-shells wide, like the motel rooms, and is enclosed above three walls of sliding glass doors with clear plastic sheets. The photo reproduced on page 15 suggests the brilliance of the structure at night; this one the pattern of the roof etched against light from clerestories.**

## First of the 2nd Century . . .

*(Continued from Page 9)*

session on Thursday morning. The net result was to approve the Board's resolution that the AIA policy of opposition to the extension of the Capitol's East Front be re-affirmed.

In this debate, Florida was conspicuously and most ably represented in the person of DR. TURPIN C. BANNISTER, FAIA, Dean of the College of Architecture and Fine Arts of the University of Florida, a member of the Florida North Chapter and a director of the FAA. Dr. Bannister spoke in company with RALPH WALKER, FAIA, an AIA past-president, in support of the Board's resolution. The consensus of the Florida delegates who heard him was that he delivered one of the most pointed, finished and forcefully presented addresses of his career. There was both fire and conviction in what he said; the new AIA region of Florida can count itself fortunate that a scholar with Dr. Bannister's background of factual history maintains a professional home within its boundaries — and that he has the urge and interest to participate nationally in matters of professional importance.

Another exception to the general statement concerned the Board's published recommendations relative to revision of the Institute's committee structure. After a brief discussion the Convention voted to adopt a resolution that an Institute Committee on Building Codes be formed. It also voted disapproval of the Board's recommendations that several of the now-existing vertical committees be made general, thus reducing the size of their personnel.

The net result of these Convention actions was to cloud somewhat the whole issue of the Institute's committe set-up. Presumably, this now exists as in the past; and therefore the Institute's current committee structure is the same as that published in the AIA Document No. 278-C, issued during the fall of 1957, with the addition of the building code committee noted formerly. If this interpretation is a correct one, individual chapter interests, on local, regional and national levls, now involve 12 vertical committees — 13 including building codes. On this basis, the committee structure of the FAA as discussed by Edgar S. Wortman in an article in *The Florida Architect* for October, 1957, and as published in the March, 1958, issue is in proper alignment with the current Institute situation.

Election of new officers was marked, for the first time in many years, by contests, which, though conducted with a complete absence of acrimony or pressure, were nonetheless definite. JOHN NOBLE RICHARDS, FAIA, of Toledo, who won the presidential election over ALEXANDER C. ROBINSON, III, FAIA. EDWARD L. WILSON, FAIA, Ft. Worth, Texas, and RAYMOND S. KASTENDIEK, of Gary, Indiana, were re-elected as secretary and treasurer respectively.

PHILIP WILL, JR., FAIA, Chicago, last year's vice president, won the election for first vice president by a narrow margin over ALBERT S. GOLEMON of Houston, Texas; and HENRY L. WRIGHT, FAIA, of Los Angeles, was chosen as second vice president, the other two nominees being HERBERT C. MILLKEY, Atlanta, and AUSTIN W. MATHER, Bridgeport, Conn.

Nominees for Regional Directors confirmed for office by the Convention were: HAROLD T. SPITZNAGEL, *North Central States;* FREDERICK H. PORTER, SR., *Western Mountain;* TREVOR W. ROGERS, New York; and ALONZO J. HARRIMAN, New England.

# Building's Chaotic Codes . . .

### By WILLIAM B. TABLER

*One of the adresses given during the opening session of the Cleveland Conference was presented by a New York architect who specializes in hotels and has first-hand intimate experience with building codes in many cities in this country and abroad. Published here are significant excerpts from Mr. Tabler's address.*

Who prepares these codes and regulations by which we build? If we do, we had better get together. Let's examine a few of the requirements.

In most hotels the ballroom should be located on the second floor. In Hartford the code required that it be placed on the roof, in Dallas not above the eighth floor, in San Francisco on the ground floor, and in New York City it would be practically mandatory that it be located in the basement.

You can't even build a profitable convention hotel in New York. Why? If you build a hotel rather than an office building, you have to throw away approximately 35% of your land because of the zoning requirement. The codes and construction regulations have made the cost of a hotel prohibitive. You can't even enlarge the existing ones that have columns stubbed through the roof with original plans filed with provision for a future addition because of the down zoning in 1947.

In New York we are still living in the "Brass Age". We can't use copper pipe with soldered fittings far water piping. We can use iron pipe that was the "Age Before Brass". It all has something to do I think with the fact that these two pipes have to be cut and threaded. I have been told by some that the warm water in the hot water faucet might melt the solder — but then why are the steam fitters allowed to use it?

In New York we can't spray paint, we can't even roll it on. But don't laugh! We can use a 5-inch wide brush and many of you can only use a 4-inch.

All of this is not confined to New York. Even in plumbing what is required in one city is prohibited in another. Drum traps on bathtubs which are prohibited in Boston, New York, Washington, D. C., and Los Angeles, were required in Dallas and Denver and are still in thousands of cities across the country. Why? Because it requires more material and labor and costs every house owner about $50.00 more per bathroom. In our bathrooms in Pittsburgh we have 400% more

*(Continued on Page 20)*

## Buildings' Chaotic Codes...

*(Continued from Page 19)*

vent piping than is required by the National Plumbing Code. You see they like plenty of iron in Pittsburgh.

Exit units in Massachusetts have to be 24" in width as compared with 20" in Pittsburgh. People are wide but thin in Massachusetts for they only occupy 6 sq. ft. in an assembly room as compared with 15 sq. ft. in Jacksonville, Florida.

Speaking about the size of people. In Texas, ceilings must be 8 feet high with portions dropped to 7'-0". In Puerto Rico the minimum ceiling anywhere is 9 feet with 15 feet minimum in public rooms.

In the Boston Statler Hilton the Massachusetts Department of Public Safety requested and it was provided 136 feet of swing door egress to the exterior from the public rooms in the lobby area with a maximum occupancy of 2863. This did not include the additional enclosed stairways from the typical floor bedrooms. By way of comparison, at the same time the Empire State Building with only 31'-1-½" swing door egress advertised 25,000 tenants, 50,000 floating population and an emergency capacity of 80,000 people.

Stairway requirements are also peculiar. After the disastrous hotel fires in the past, codes prohibited transoms in bedrooms because of the fire coming up an open stairway got air and oxygen through them or when guest room windows were open or broken. Yet today in fire tower stairs, we provide this air and oxygen at the very point the guest is seeking refuge while at the same time, in the same cities and states such as California, open stairs between guest room floors still exist.

While building Statler Center in Los Angeles the plans had to be cleared with 21 different City, County and State codes and over 200 appeals for modification had to be made. That was good. They are progressive. Try to build in cities or states where there are no appeals.

This is all a sad commentary on our role in life today. We, with all the technical development and mass production methods, can't even use them. Contrast this with the five hotels I happen to be doing abroad. They want to follow the latest technical developments of the United States. On each we are following the National Plumbing Code, using a fraction of the amount of pipe. We are buying American-built products in the foreign markets at approximately 60% of the cost we are paying in the United States with middlemen and distributor mark up.

Gentlemen, we have a challenge. The people abroad are willing to use our technical knowledge and mass production. We have all this technical knowledge and can't use it. Let's do something about it. Let's ballot on recommended codes and assemble and publicly expose a list of 25 or 50 of the most "unwanted" restrictive practices. I would estimate that approximately 1/3 of the construction cost could be saved in major areas of the United States.

If we heed the warning maybe the future can look back and say, "This was our greatest age."

# PRODUCTS & PRACTICE

## When Is A Door Not A Door?

The smart-aleck answer to that ancient riddle-question used to be "When it's ajar!" Today, however, a division of New Castle Products, Inc., has found an engineering answer to it in the form of a moving column of air to replace all the physically-evident components of exits and entrances. The new arrangement is aptly called "Air Door." Essentially, Air Door is a sort of shallow vestibule at a building's entrance—without any physical obstruction. Through a system of air-handling equipment, a blanket of air is moved downward from a ceiling grille through a floor grille. The flow is controlled both as to velocity and direction so that infiltration of outside air, dirt, rain and snow is prevented—as is exfiltration of inside air cooled by air-conditioning installations.

This new idea in unobstructed access and egress openings is said to be as efficient in preventing losses of indoor heat during winter seasons in cold climates—and it is claimed that heat losses can be reduced as much as 80 percent compared to use of swinging doors under extreme weather conditions. In warm climates, however, the claims that Air Door prevents entrance of dust and dirt—even insects—while maintaining an unobstructed opening are more to the point.

Actually, Air Door is a "packaged system" of air-handling which can be made automatically adjustable to changes in temperatures and wind velocities of its location within certain practical limits. The package involves the necessary air-handling equipment —blower, heater, grilles, plenums, etc.—and framing members which form the vestibule within which the equipment operates. Standard height of the vestibule is eight feet, with a present maximum of 12 feet. Standard widths vary from two to 10 feet, but various combinations make possible unobstructed openings up to 20 feet wide.

For security purposes, Air Door installations can be fitted with any of the standard types of sliding or retractable closure units.

## Tiles in Circles

What is said to be the "first major new tile design in more than 2,000 years" has been developed by a former master tile setter who is now manufacturing the new ceramic units in Tampa. The substance of this claim is a series of circular and segmented octagonal shapes, which, in combination can be used to produce a wide variation of visual patterns from the 25 colors in which the unusual tile units are being produced. The new ceramic shapes—named "Mecca" by the Tiffany Tile Corp.—can also be used in combination with standard square and rectangular shapes. Mechanically the new tiles have been

*(Continued on Page 22)*

## Products and Practice . .

*(Continued from Page 21)*

designed with improvements such as deeper cushions, deep-ribbed backs and spaced lugs to facilitate more accurate installation and better adhesion.

### Wrought Iron Development

The years-long efforts of the Wrought Iron Pipe Institute to establish the virtues and permanence-qualities of "genuine" wrought iron for both waste and supply systems for buildings has been finally capped by a new metallurgical development of the A. M. Byers Company. This is called "4-D Wrought Iron" and represents, according to the Byers Company, "the most significant development in the history of wrought iron metallurgy."

The new piping material is said to offer as much as 25 percent more resistance to corrosion than standard wrought iron and to possess a greater uniformity of material. It may be readily cut, bent and threaded and is said to embody a self-fluxing action thus facilitating production of sound, durable welds.

### Guaranteed Flush-Valve



A new flush-valve of the diaphragm type has been perfected by the Kramer Flush Valve Division of the Haws Drinking Faucet Company and is said to be the first unit of this type to provide a "wear-proof" nylon operating plunger. The company calls its new product "Nyla-Phragm" and issued the unit only after the production model had been tested through over 600,000 flush cycles without a failure. The new flush valves will carry a five-year guarantee, presumably based on the perfection of the nylon operation plunger and the leakless handle assembly.

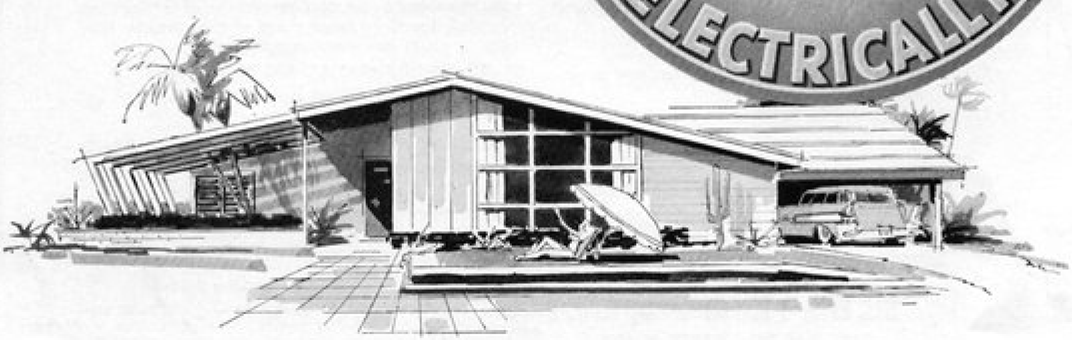
### New Precast Units of Cellular Concrete

Lightweight, cellular concrete is by no means a new product. But though it has been widely used in Europe, its employment in either job-poured or precast forms has been surprisingly meager in this country. Thus the development of precast cellular concrete products by a plant in Sarasota is noteworthy as making available a range of concrete building units that are not only new to Florida but apparently have wide application here to meet a variety of local conditions.

*(Continued on Page 25)*

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## Products and Practice . .

*(Continued on Page 22)*

Cellular concrete, once a sort of laboratory curiosity, is made by two general methods. One involves mixing a foaming agent with a cement-and-sand slurry until the mass hardens into a lightweight, cellular structure. The other involves use of chemicals—aluminum powder and sodium hydroxide — with a cement slurry which may contain a variety of silica ingredients. The resulting chemical action releases millions of tiny bubbles which entrain in the slurry and expand the mix as much as 120 percent. When steam-cured and finished, the cellular panels weigh about a third that of ordinary concrete per square foot. Their thermal insulating value is extremely high — a "U" value of .18 compared to 2.18 for dense concrete — and their body is such that they can be sawed, cut, drilled, chased and nailed.

At Sarasota the Cellular Concrete Products Corporation, headed by PAUL and WARREN BEALL, are making these cellular panels in three densities — 36, 42 and 48 lbs. per square foot. Currently they are being produced in wall panels and in 18-inch by 8-foot roof panels four inches thick. Wall panels are of 8-inch thickness, are integrally reinforced with welded mesh and attachment angles and plates, and can be manufactured in sizes from four to eight feet in width and from eight to twelve feet in height.

Called "Celcon" by their manufacturers, the wall panels can be faced with almost any finish — including porcelain enamel — which an architect may wish to specify. Cellular concrete is, of course, absorbent to moisture; but with an impervious exterior facing, the Celcon units are said to require no furring for interior finish. They may be left exposed and painted; or plastered with as thin a coat as possible to produce the finish desired.

The Sarasota plant has been in experimental and development operation for almost two years. It is now in production, however; and the lightweight insulating units are being handled in Florida by Leudeman and Terry of Coral Gables for the F. Graham Williams Company of Atlanta.

# A Panel of Experts Advise on How To Set Up an Office

At the Cleveland Convention's Tuesday afternoon panel on "How to Set Up an Office," a business man, a tax attorney and an architect discussed everything from tax problems to bonuses for employees. The architect, Daniel Schwartzman, of New York, stressed the importance of employer-employee relationships, in spite of the fact that "employee turnover is less of a problem today than it has been in the past."

Schwartzman's office has evolved a code of practices and procedures which is given to each new employee. The employee must read the code and indicate both an understanding and an acceptance of its conditions. Information covers such items as overtime and expenses, holidays, vacations, sick leaves and others. Schwartzman strongly advocates some sort of an office code for all firms and suggested that these could best be developed locally through a mutual exchange of information between co-operative architects on a confidential basis.

The business man was Douglas A. Russell, general manager of the architectural firm of Daniel, Mann, Johnson and Mendellhall in Los Angeles. He urged the departmentalization of an architectural firm to use the "highest talents of members where most applicable." He said that the professional man had too many things to concern himself with in the efficient operation of an office. Besides the obvious demands of architectural activities, there are such matters as sales, production, payrolls, service, research, personnel and taxes which require time and thought — and are all important to a smooth and profitable office operation.

Russell strongly advocated that architects recognize their need for additional specialists on jobs and utilize their talents whenever possible. He called also for a better understanding by the architect of the client's economic problem — and the economics of construction involved in the architectural solution. He indicated that the financial and promotion plans for a building often have important influence on its overall development; and these often differ depending on whether the client will own the building or whether he is building it for lease to others.

In discussing the business operation phase of professional activity Russell recommended that architects pay particular attention to their insurance portfolio. He advocated use of the most competent insurance broker in the firm's home community and suggested that a semi-annual or quarterly check be made with the broker to insure overall adequacy of the program.

As to profit-sharing and bonus plans, Russell recommended that a clear program be outlined to employees regarding these. Bonus distribution at Christmas is a bad practice, said Russell, in that it implies a gift, rather than increased earnings resulting from efficient and profitable operation of the office. He suggested that bonus distribution be made at mid-year.

The tax attorney was Carl F. Bauersfeld, of Baltimore, Md. He deplored the fact that tax laws discriminate against professional men in that most architects, like lawyers and doctors, cannot work within a corporate framework. He described efforts of a group of doctors to associate for the purpose of reducing taxes, but did not suggest this procedure as an answer to the problem for architects.

Bauersfeld said that the solution to the professional man's overall problem was embodied in the Jenkins-Keogh bill, now pending in Congress. This bill would permit professionals and other self-employed persons to take current deductions for funds to be paid into a trust fund for use after retirement. In effect, this would defer the tax on current earnings until the money was withdrawn at retirement.

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# News & Notes

## P/R Meeting at Florida South Chapter

Good public relations is 90 percent doing the right thing and 10 percent telling the people about it, a prominent public relations consultant told the July monthly meeting of the Florida South Chapter of the A.I.A.

"The ingredients—doing the right thing and then telling the people about it—cannot be separated if the recipe is going to work at all," declared Franklin J. Fox, partner in the Coral Gables firm of Flynn-Fox.

"I'm sure that the great majority of architects have been doing the right thing and the ethical thing in their daily work for many years but perhaps they have been content to let the doing stand alone.

"It is also necessary that architects *TELL* the public that the architectural profession is doing the right thing, Fox asserted.

About 100 members of the Florida South Chapter attended the dinner meeting in the University Room of the DuPont Plaza Hotel, Tuesday, July 15.

Fox set forth a formal definition of public relations as:

"Public relations is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution."

Information is disseminated to the general public through newspapers, radio, television, magazines, movies, luncheon speakers and lecturers, he pointed out.

"All of these media depend upon information and if you have something to sell, whether it's a pair of shoes or an idea, you've got to display it through dissemination of information," Fox said.

The speaker pointed out a few "do's" and donts" in connection with dealing with newsmen.

Do:

"Treat a reporter as your equal.

"Be prepared with *facts*.

"Give straight answers.

"Say, 'I don't know,' if that is the case.

"Keep all promises.

"Be sure the reporter gets the facts straight.

"Be sure he understands clearly when you're talking off the record."

Don't:

"Be hard to approach.

"Be mysterious when approached.

"Talk on an important matter and then expect the reporter not to print the story.

"Overuse the phrase: 'Don't quote me.' (In fact, avoid it.)

"Try to edit the reporter's story.

"Burden the reporter with your past sad experiences with newsmen.

"Lose your good manners."

## Firm Changes

Robert L. Shaw has been named as a partner in the Sarasota firm of Sellew, Gremli and Smith. A graduate of Georgia Institute of Technology, the firm's new partner obtained his State Board registration in June.

Robert Wielage and William B. Eaton have announced formation of

a partnership under the name of Wielage and Eaton, Architects, at 1303 Dale Mabry, Tampa. Both principals are members of the Florida Central Chapter, AIA; and Eaton is chairman of the FAA's Committee on Education.

James E. Lynskey, Architect, has announced removal of his office to 3325 S. W. 97th Court, Miami 55. His new telephone number is CAnal 1-2644.

Pope and Blake, Architects, recently moved their office from 11 S. E. Fourth Ave., to their new building at 1310 N. E. Eighth Street, Delray Beach. The new telephone number is CRestwood 8-2603.

The Maryland firm of Johannes and Murray have opened a branch office at 410 So. Lincoln Avenue, Clearwater under the name of Johannes and Murray, Architects; George C. Haddox, Associate. All three principals are corporate AIA members.

## New Planning Project by Sarasota Architects

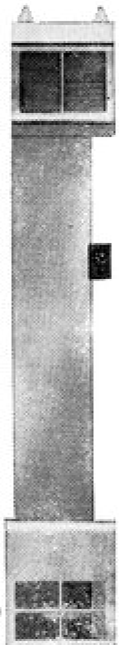
A cooperative effort between the architects of Sarasota and Downtown Sarasota Inc., businessmen's association of the central business district, may some day result in a face lifting of this resort city's downtown area.

A committee of the Sarasota Association of Architects has agreed to take on as a civic project the job of evolving long range improvement ideas for downtown Sarasota.

Nucleus of the committee is John M. Crowell, William J. Rupp, E. J. Seibert, Beth Waters, and Jack West, all members of the American Institute of Architects. But early sessions have drawn more volunteer workers on the problem, including City Planning, Zoning and Building Director R. W. Pavitt, his assistant Ed Osgood, architect Berthold A. Brosmith, associate of Paul Rudolph, and the Executive Secretary of the Downtown Association, Gilbert Waters.

The group meets at least weekly, with the City officials and Downtown Sarasota secretary providing factual material and the architects working with them to establish a realistic program for long-range rehabilitation of

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the business district. Work on this important task began last month.

The group immediately set forth a program for action which included a minute examination of the roles which a downtown business district should play in the community's life. It then evaluated the present role of Downtown Sarasota as measured against this yard stick. The third step includes an evaluation of the future role of the central business district in terms of community growth and new downtown facilities already in the planning stage.

Finally the group is to consider the ways and means of bringing about an achievement of the aims decided upon earlier.

The volunteer action of this architectural group has already brought praise from the downtown businessmen's association. The committee was formed and begun work shortly after the South Atlantic Regional Conference of the American Institute of Architects in Sarasota.











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## Construction Specifications

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members present. The Chapter's first project is development of a standard specification format — a common specification language for architect, engineer, contractor, sub-contractor and supplier alike. A Committee, headed by JOHN O. GRIMSHAW, AIA, of Weed, Johnson Associates, — and including NORMAN A. SKEELS, AIA, of Pancoast, Ferendino, Skeels and Burnham; and ERNEST C. NORLIN, of Frank H. Shuflin & Associates — presented a topical outline for the CSI groups' approval. Each item was discussed; and by the time the 5-page report had been concluded, the basis had been forged for a standardized format. The next assignment for the committee is to fill in, progressively, the details of subject matter under each heading — and when this job is completed, the building industry in the South Florida area will have a specification format which can serve without confusion or ambiguity the needs of *all* building professionals — architects, engineers, contractors and suppliers.

Reports of CSI Florida Chapters' activities will be issued regularly through the columns of *The Florida Architect*. And, as particular specification documents are completed by various Chapter committees, it is contemplated that these will become available for distribution as pamphlet reprints, at cost, to all building professionals in the State who are concerned with the important business of construction specifications.

Membership in Florida Chapters of the Construction Specification Institute includes three classifications — Active, Associate and Student. The first comprise professional specification personnel — individuals concerned with specification documents used in connection with the design, construction, maintenance and equipment of construction projects. Associates generally include those who use, rather than develop or write specifications. Information relative to membership — classification, dues, etc. — can be obtained from JOHN R. ROHRER, Smith & Korach, Architects, 1630 Lenox Ave., Miami Beach, for the Miami Chapter.

# Challenge to Responsibility

The AIA membership in Florida has finally achieved what it set out to get three years ago. Florida will shortly become a Region of the AIA. This is now official. The AIA Board has approved the idea. Last month Convention delegates accepted the By-Law changes necessary to make the idea into a reality.

Now — where do we go from here?

That is a very real question. And the answer to it involves much more than meets the eye. It is concerned with a basic pattern of organization, which to a larger extent than most AIA members probably realize, may have a profound effect on the future of the AIA's national operating structure.

Consider this. When the FAA petitioned for regional status, it promulgated two fundamental propositions: First, since state laws govern the scope, character, and often the economics of architectural practice, the state, as a political entity, is a logical subdivision of the AIA and as such should, at least theoretically, be recognized as a regional entity as well. Second, that theory should be transmuted into practice whenever AIA chapters within a state develop a coordinating association strong enough, self-sufficient enough, vigorous enough and cohesively-organized enough to represent them adequately as a professional force at state level.

These two propositions are inter-dependent. Proof that the AIA Board fully recognized their logical force is the fact that the FAA's petition was approved.

Now a challenge has been returned. Can Florida justify, increasingly in the future, the basic soundness of her propositions? Can the FAA and its ten AIA Chapters prove in terms of deeds and progress, what has been accepted in terms of logic and faith?

We think this is possible to do. Five points seem essential to the realization of the possibility. In terms of continuing action they are:

1 . . . *Raise individual professional standards.* This means better design, improvement of policies and procedures in every technical phase of architectural practice. It means better client and trade relationships, closer adherence to sound business as well as professional ethics. In short, it means doing your level best in every department of professional activity.

2 . . . *Help AIA Chapters grow.* Recognize the value and potential influence of local chapter strength. Help develop this by channelling some of your brains and energies into this basic AIA organizational unit — on its committees, its administrative board, as a policy-making officer. Study the needs of your community and do all you can to make your AIA Chapter an active force to help meet them.

3 . . . *Support your State Organization.* See that the most interested and experienced Chapter members serve on FAA state-wide committees. Make certain officers are seasoned as to current policies, have the vision and drive needed for future progress — and the time, money and determination to make each count. Pick only the wisest and most progressive men to represent your Chapter on the FAA Board — thus to be sure professional interests are ably guarded and vigorously promoted at the state level.

4 . . . *Strengthen national AIA activities.* Do this by taking active part in work of vertical committees at Chapter, Regional and National levels; and by representing your Chapter and State Organization's interests at Institute conventions. Make your experience, ideas and counsel available for the betterment of your profession by offering them nationally, as well as locally, in terms of regional understanding and background.

5 . . . *Recognize progress as a two-way street.* Broaden your professional contacts far beyond your own community and state. And broaden your professional scope likewise. Exchange ideas, compare experiences. Proffer technical help; and request it. Open your mind to new friendships, new concepts, new methods, new materials — to learn what others are doing and thinking; avoiding insularity which is the death of progress.

One word, probably, could sum up all five points: *Responsibility.* If the FAA and its ten Chapters will accept, individually and collectively, sincere responsibility for full development of their future regional status, the AIA Board will have made one of the most important decisions of the Institute's second century.